

Leveraging technology for the future of Quit Services

Technology, tobacco products and who uses tobacco are changing, and Optum Quit Services are evolving to meet those changes.

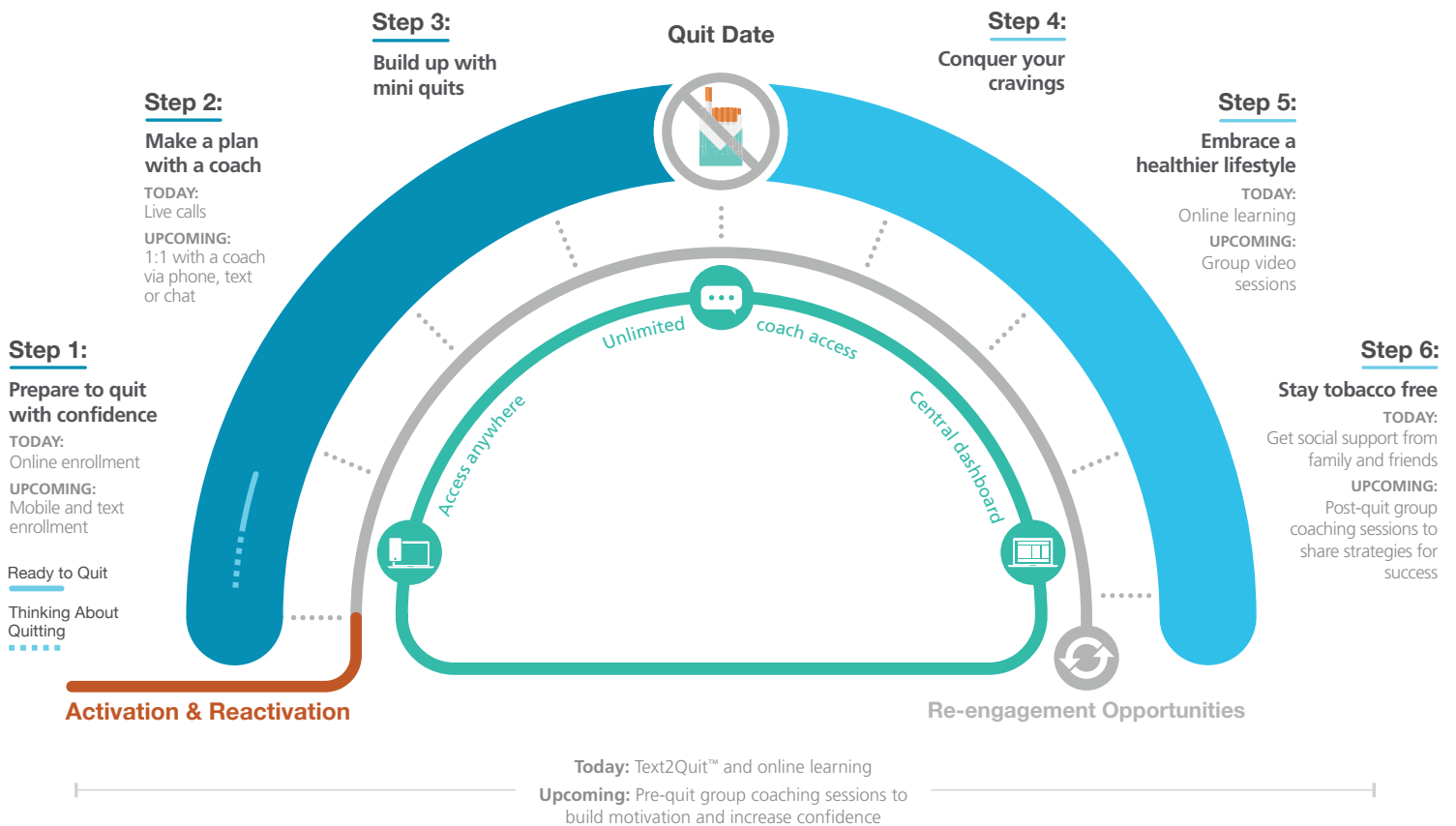
Our new digitally driven program provides a clear path to quitting, accommodates the personal journey and offers an abundance of support along the way — all wrapped in the evidence-based principles of behavior change.



A tobacco user's tech-enabled journey

Ken, age 41, has tried to quit smoking cigarettes multiple times. As a truck driver, he is often on the road, which makes it hard to connect with telephonic quit services or in-person programs. Another driver at Ken's company was finally able to quit with the help of Optum Quit Services and convinced Ken to give it a try.

Click on the circle icons below to see Ken's journey.



Optum® is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other brand or product names are the property of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.